EMC research

CITY OF EDMONDS Inc. 1890

City of Edmonds Community Survey

July 2024

Project Purpose and Methodology

- Survey of residents in Edmonds, WA to measure residents' priorities for future planning and improvements, as well as general satisfaction with city government.
- Multimodal live telephone/online survey of adult residents 18+ in the City of Edmonds.
  - Respondents were randomly selected to participate from a proportional sample of residents.
  - Phone interviews were conducted in English by trained, professional interviewers; landlines and mobile phones included.
  - Respondents also invited to participate via email/text invitations to a web survey.
- 400 total interviews conducted July 17-23, 2024
  - Overall margin of error ±4.9 percentage points
- Response data weighted to be representative of residents aged 18+ in Edmonds, WA, including by age, gender, ethnicity, and geographic demographics as estimated by the US Census.

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings and Conclusions

- Overall, the mood among residents in Edmonds is quite positive and satisfaction is high with city operations.
  - The City also receives strong ratings on city government performance, both broadly and on specific services.
- Housing affordability, crime and public safety, and overdevelopment concerns are top-of-mind priorities for residents.
- When it comes to the importance of various city services, residents place strong importance on response times of emergency services, maintaining roads, and reducing crime.
  - However, just two-in-five residents are satisfied with the City's efforts to reduce petty crime and burglary, and only a third of residents are satisfied with the city's planning for population growth – areas of opportunity for the City to enhance its focus.

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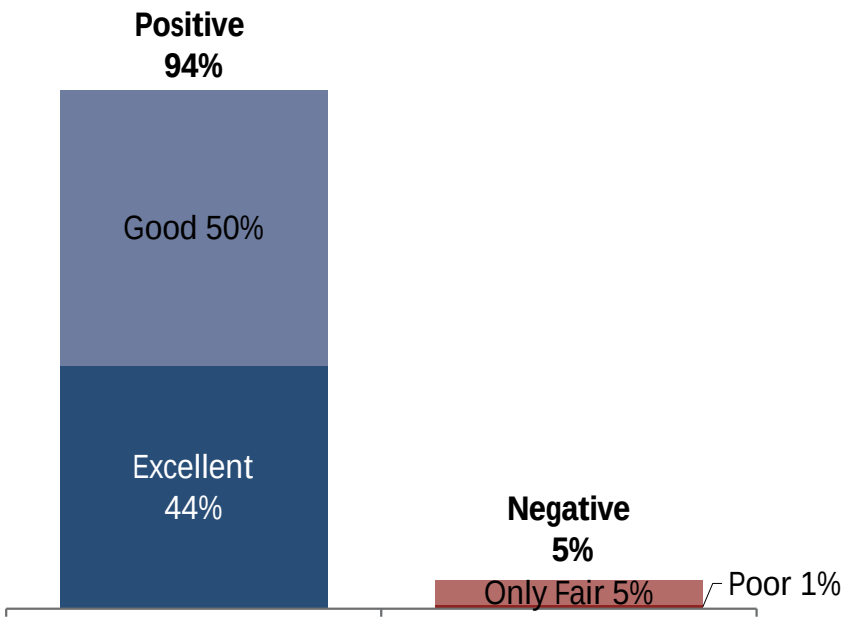
Quality of Life and Priorities

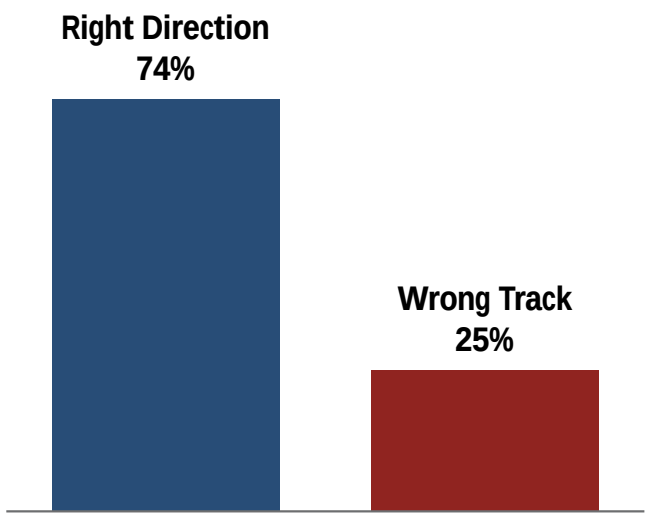
Overall Mood and Optimism

Nearly all residents give a positive rating for the quality of life in Edmonds. Moreover, three-quarters of residents also think things are moving in the right direction in the city.

How would you rate the quality of life in Edmonds?



Do you feel that things in Edmonds are generally going in the right direction or do you feel things have gotten off on the wrong track?

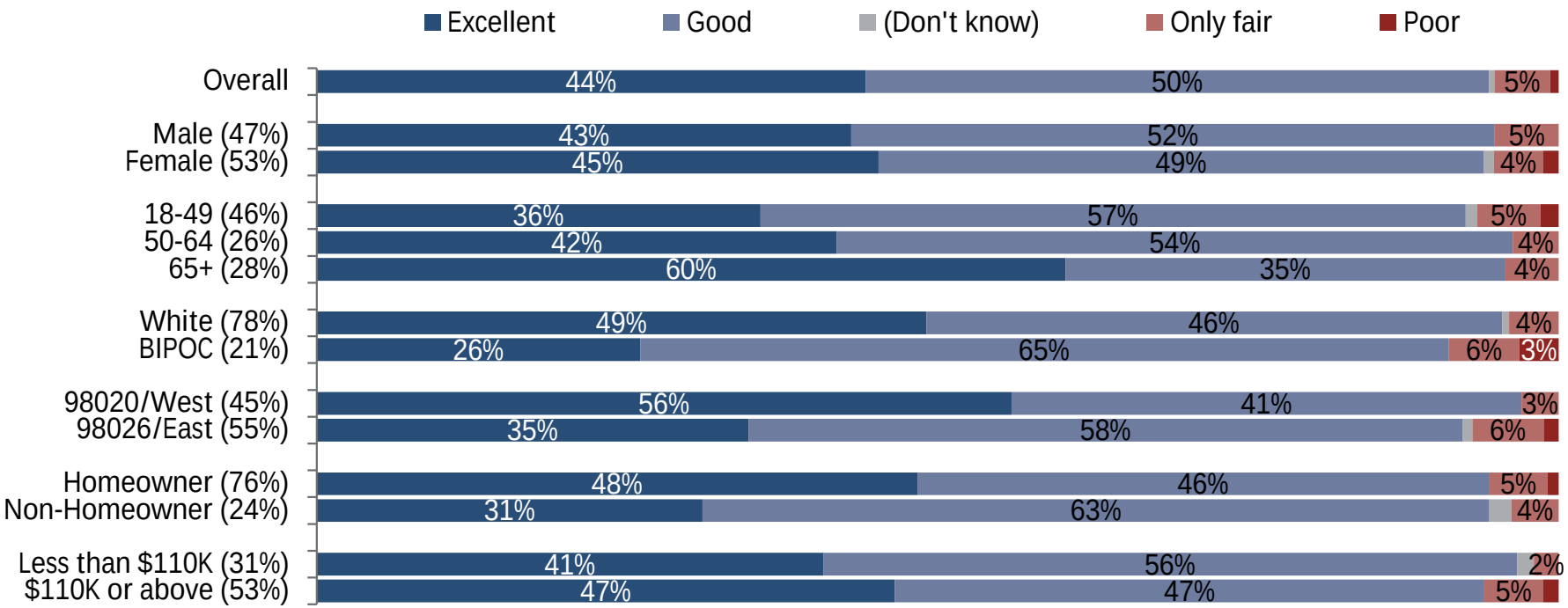


Q2/Q5.

Overall Quality of Life by Demographics

Residents are broadly positive about the quality of life in Edmonds, but the proportion of 'Excellent' ratings varies by age, ethnicity, and geography.

How would you rate the quality of life in Edmonds?



Q2.

Top-of-Mind Positives – Open Ended

Residents appreciate the small-town feel, waterfront access, and quiet community in Edmonds.

Thinking about life in Edmonds, what do you like best about living here?

(Select verbatim responses are displayed*)

- Locally close to everything - freeway, grocery store, banking
- Being close to the water, small town feel, ambience of my neighborhood
- Friendly people, on the shores of Puget Sound, generally quiet, low crime
- I love our neighbors, the proximity to great parks, and our lovely downtown.
- Quiet, access to Seattle
- Downtown restaurants and shopping and the waterfront.
- Being on the water, the village feel and the beautiful scenery.
- Safe, clean, kid friendly

***Due to survey length constraints, responses for this question limited to 100n**

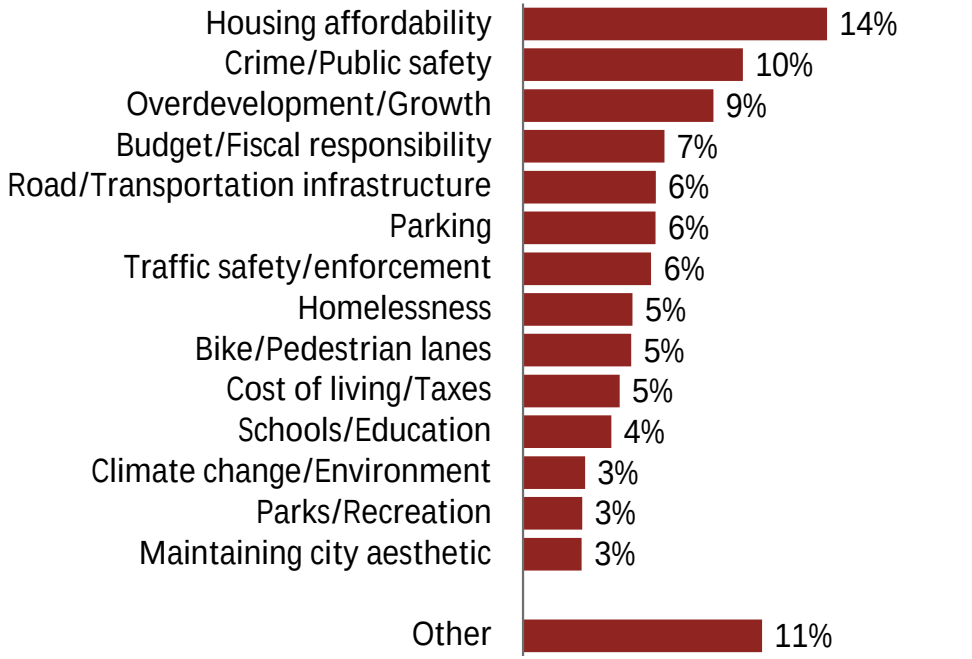
Q3.

Top Priorities for Edmonds – Open Ended

Housing affordability is a top-of-mind concern to residents, as is public safety. Overdevelopment concerns are also cited.

If you could only pick one issue, what do you think should be the top priority for the City of Edmonds government to address over the next two years?

(Open-ended question; Verbatim responses coded into categories below)



Q4.

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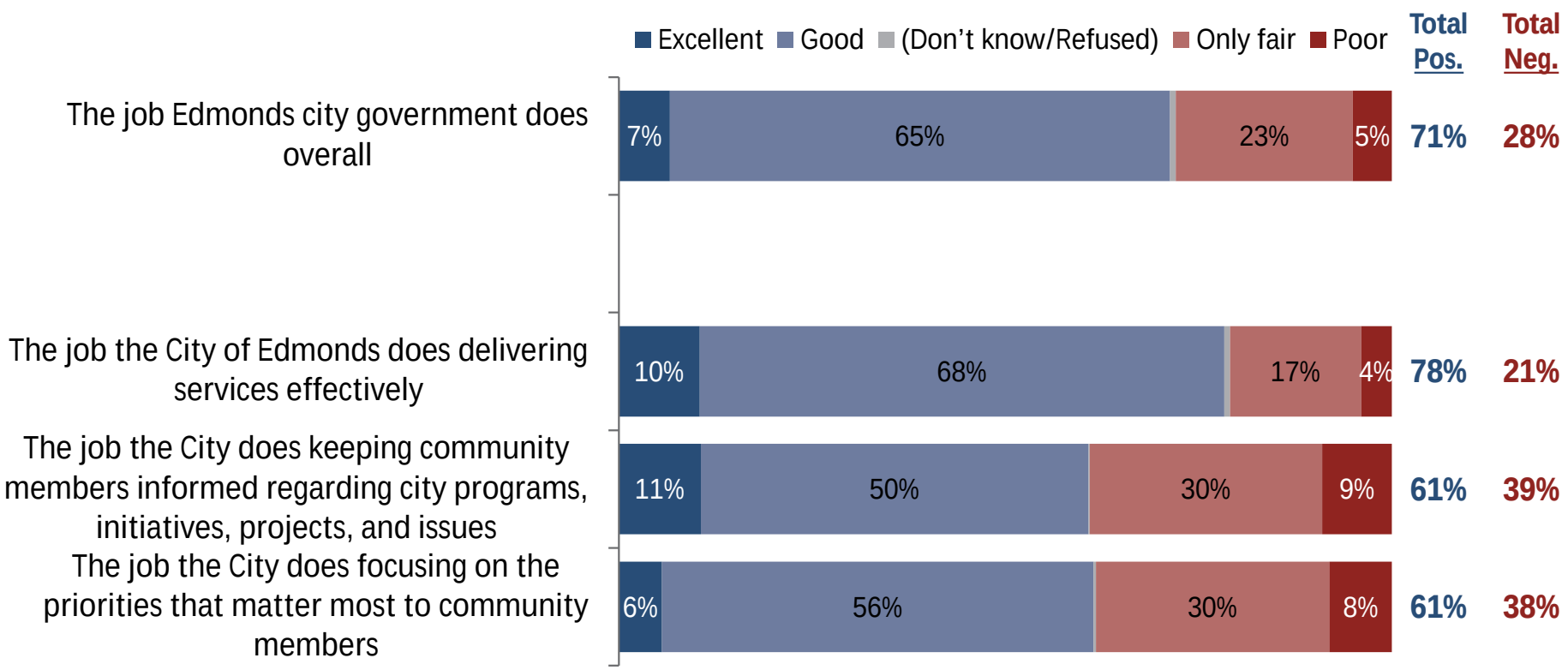
City Ratings and Priorities

Edmonds Job Ratings

A majority of residents rate the city's job performance positively, but ratings are soft with few saying 'Excellent' or 'Poor'.



Q6-Q9. Using a scale of excellent, good, only fair, or poor, please rate each of the following.

Regional Job Rating Comparison

Positive ratings of Edmonds overall government performance are comparable to recent ratings in other municipalities.

The job Edmonds city government does overall

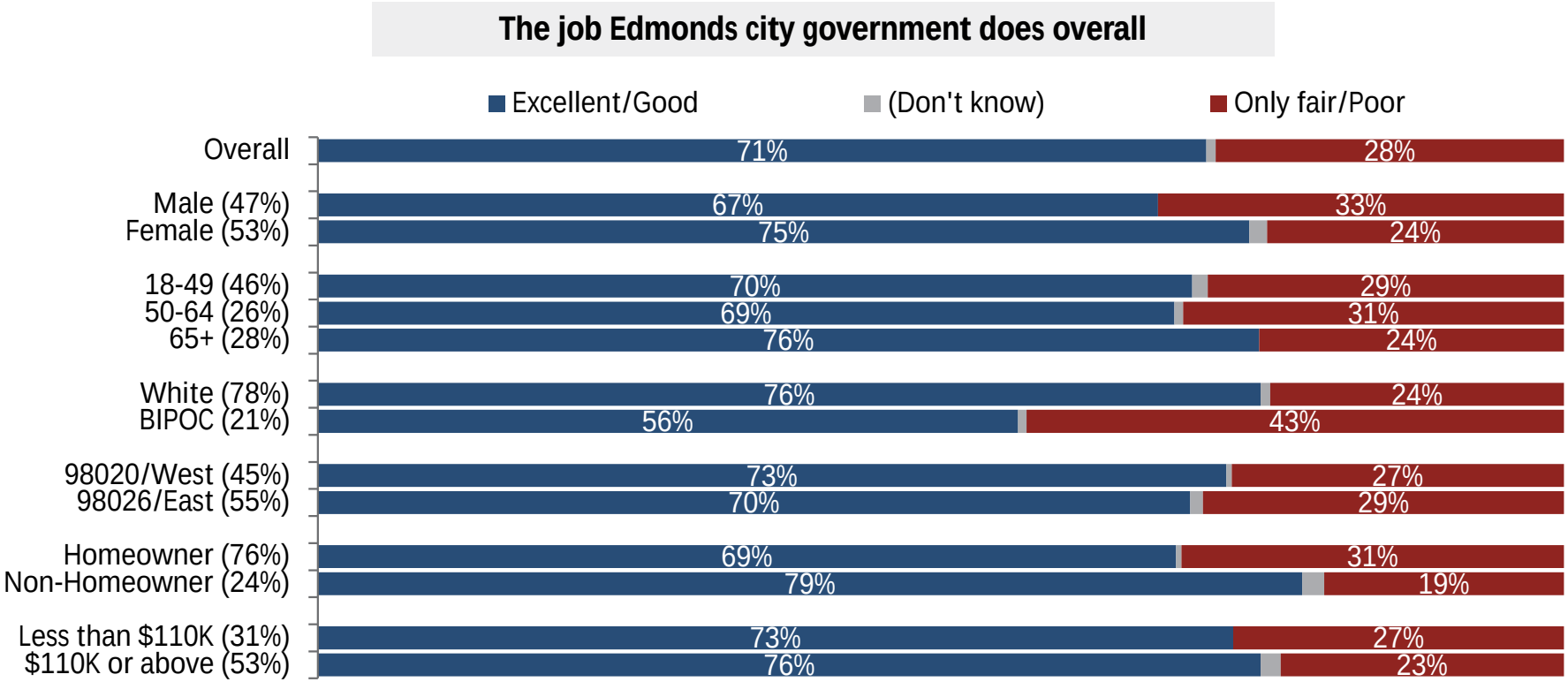
% Excellent/Good

	Edmonds (July 2024)	Kenmore (December 2023)	Redmond (February 2023)	Kirkland (June 2022)
Overall	71%	64%	65%	64%

Q6. Using a scale of excellent, good, only fair, or poor, please rate each of the following.

Overall Job Rating by Demographics

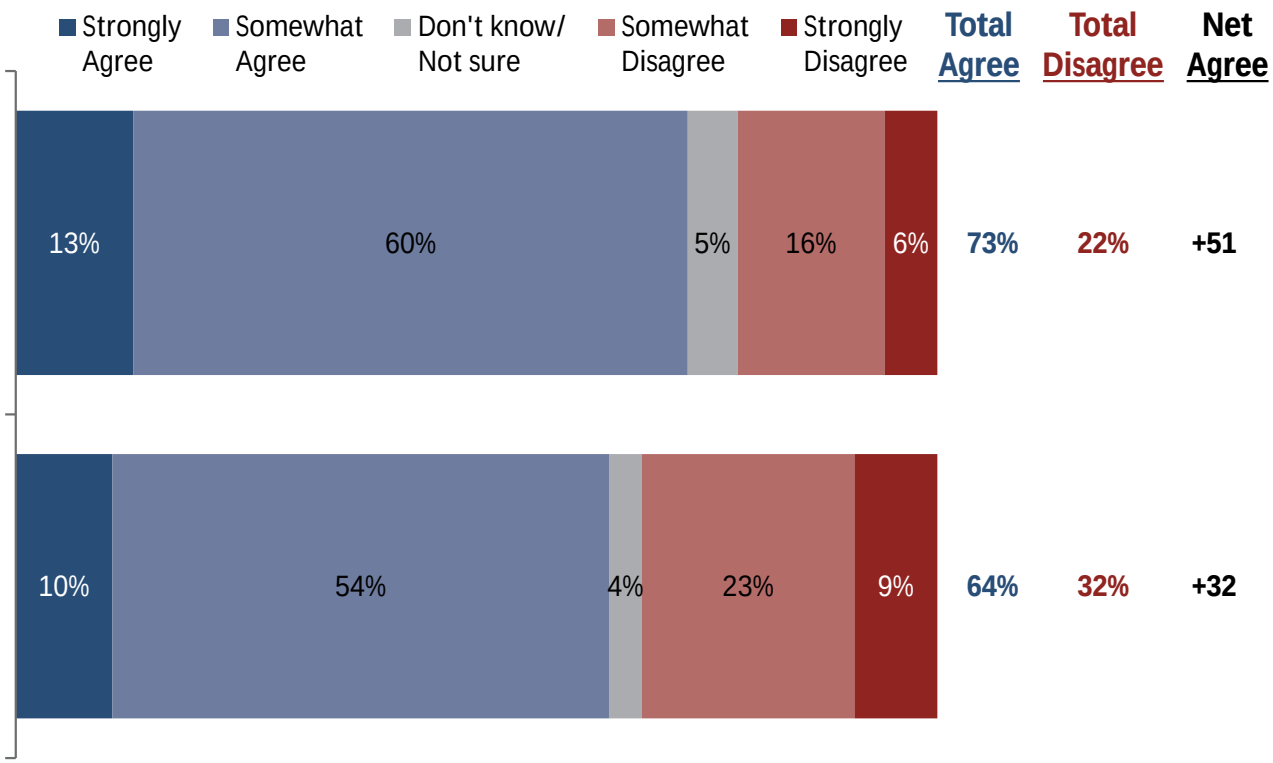
Residents of color have more negative ratings of city job performance than other groups.



Q6-Q9. Using a scale of excellent, good, only fair, or poor, please rate each of the following.

Perceptions of City Services

Most residents feel satisfied and informed about city services, but few are emphatically so.



Q10-11. Please indicate whether you agree or disagree with the following statements.

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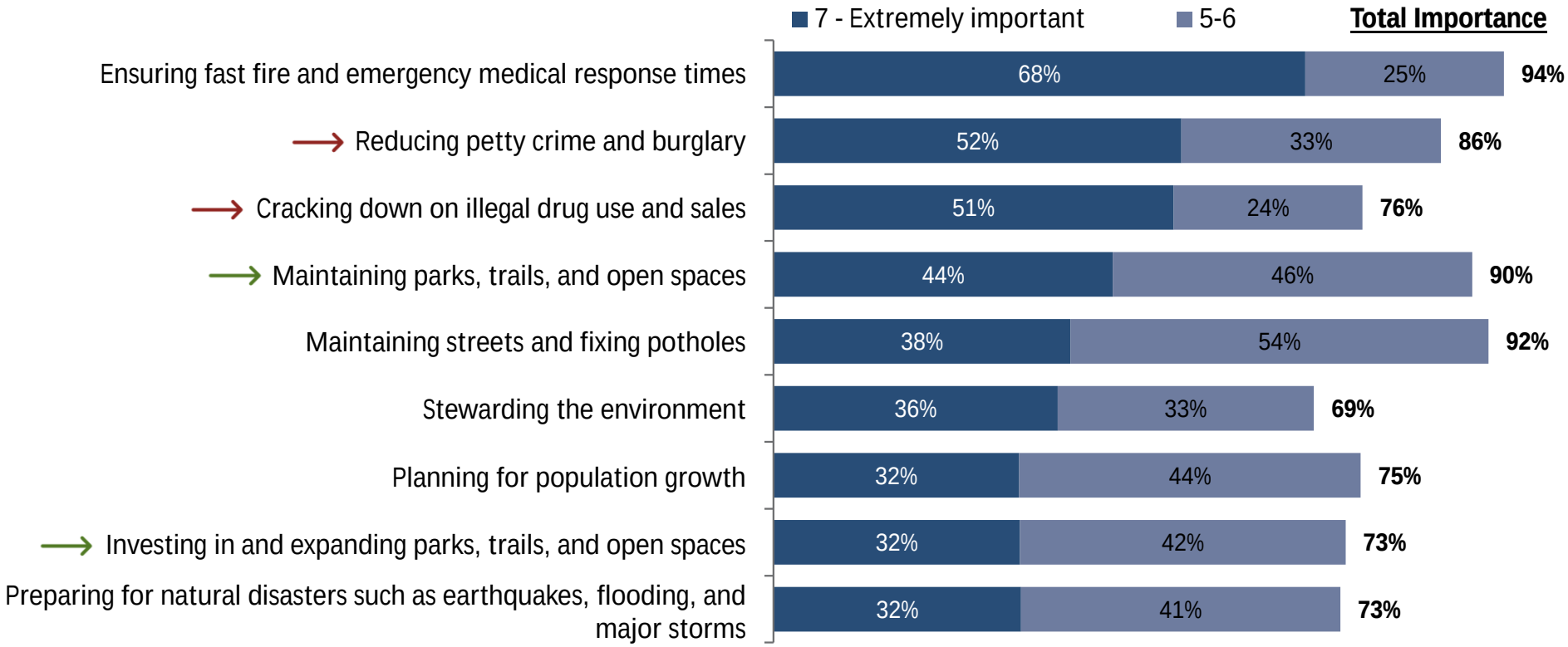
City Service Ratings

Top City Services by Importance Rating

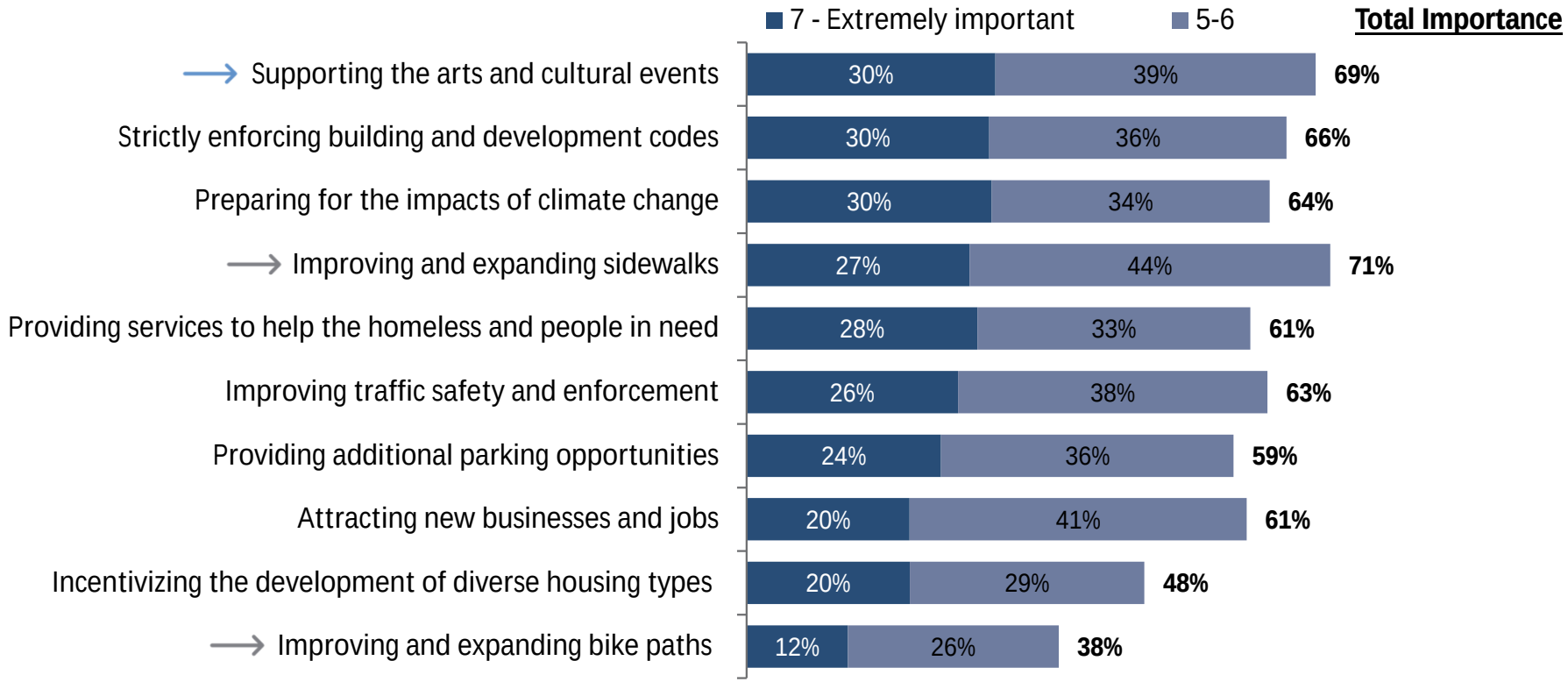
Next you will read a list of city services and functions provided by the City of Edmonds. After each one, please rate how <u>important</u> that city service is to you.



Q12-Q30.

Additional Services by Importance Rating

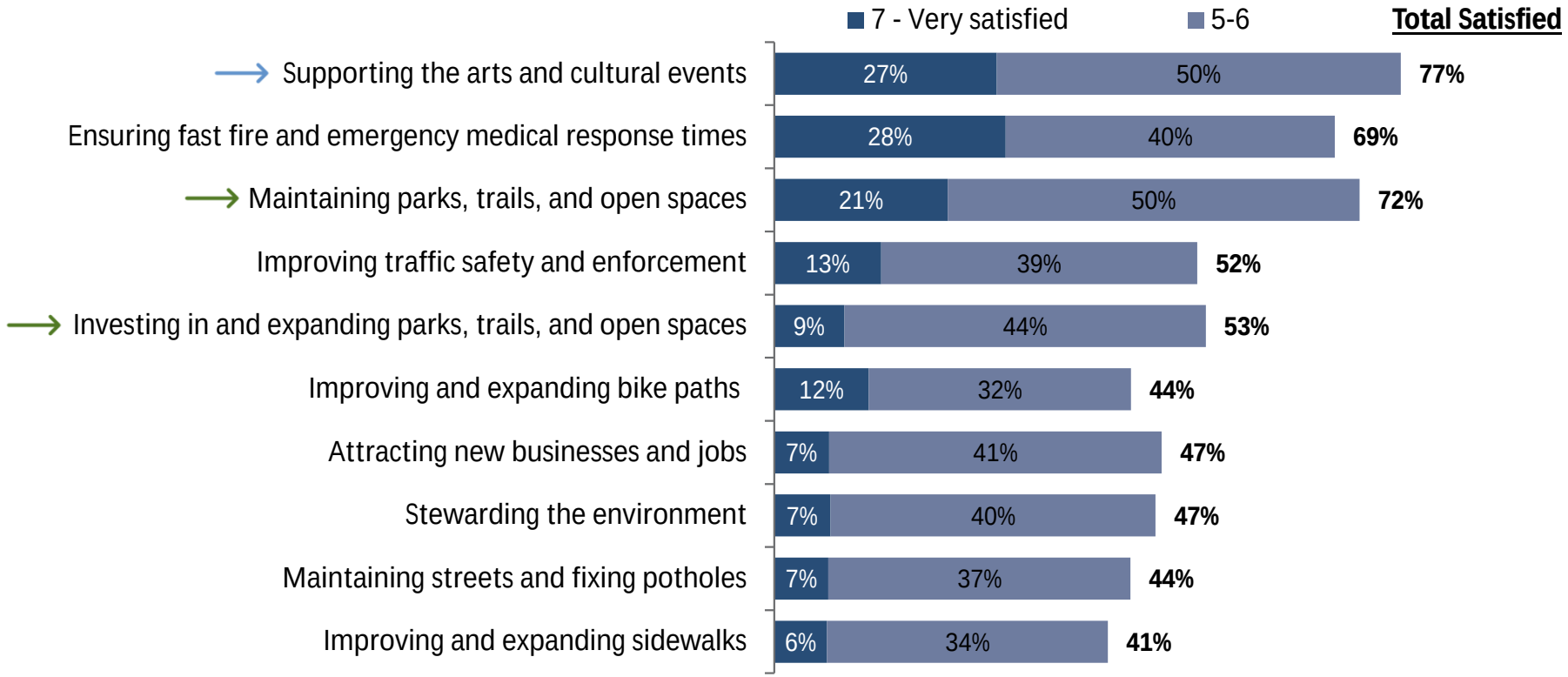
Next you will read a list of city services and functions provided by the City of Edmonds. After each one, please rate how <u>important</u> that city service is to you.



Q12-Q30.

Top City Services by Satisfaction Rating

Next you will read the same list of city services or functions provided by the City of Edmonds. After each, please rate how satisfied you are with each aspect of city service.



Q32-Q50.

Additional Services by Satisfaction Rating

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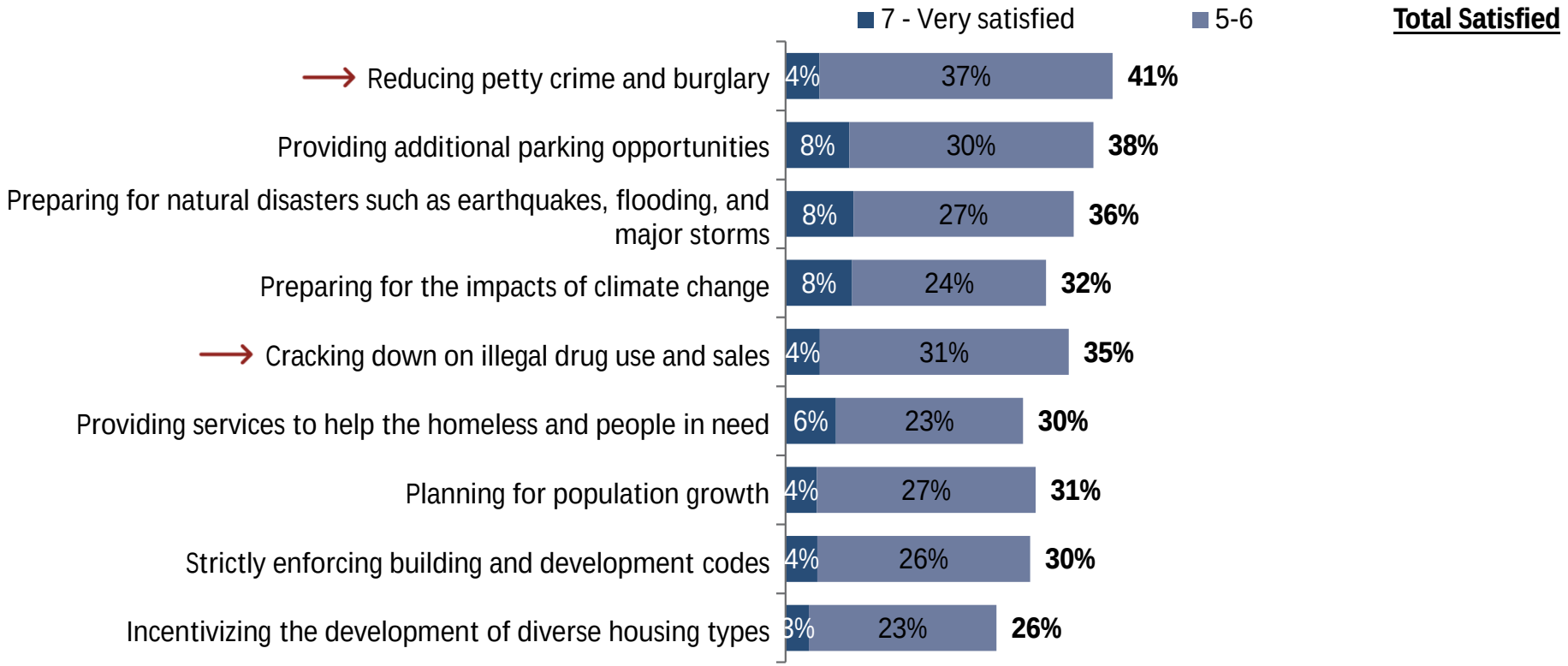
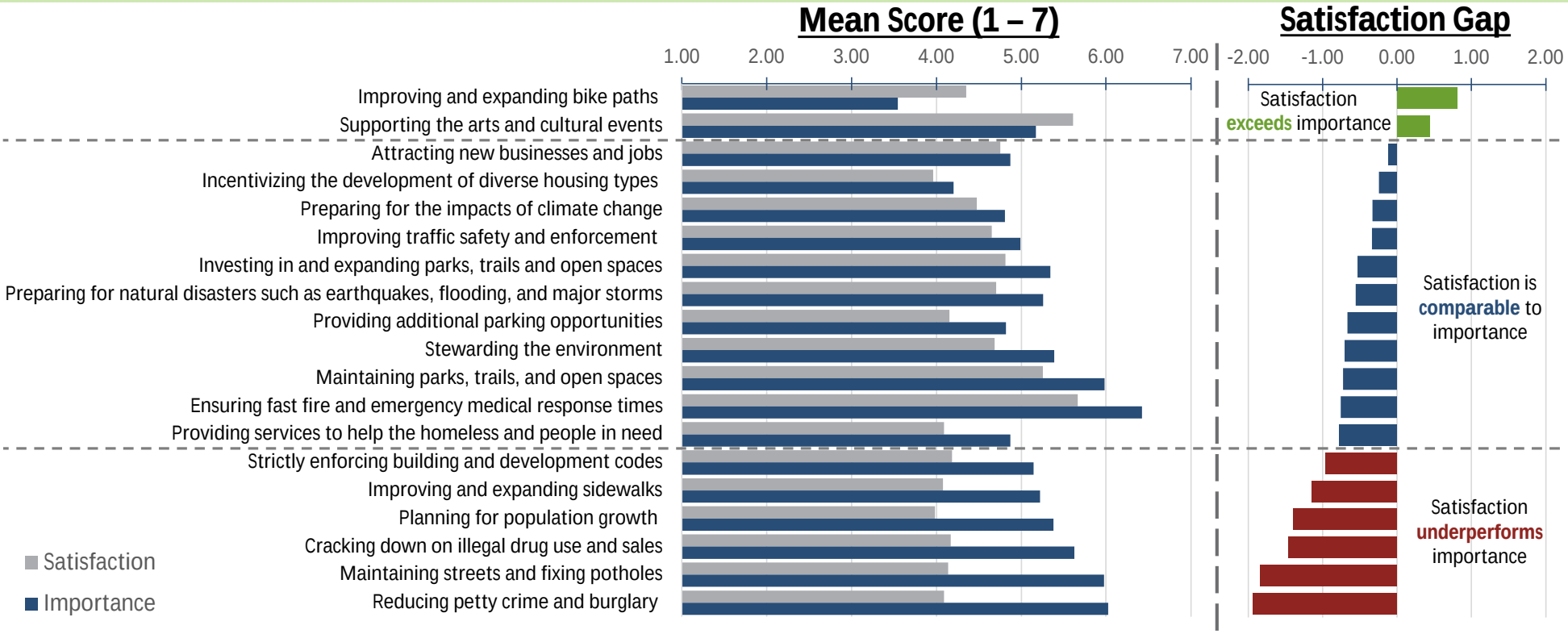


Q32-Q50.

Gap Analysis: Satisfaction Vs. Importance

While most satisfaction ratings fall relatively close to the perceived importance of each service, residents believe the city is underperforming on reducing petty crime and drug usage, fixing potholes and sidewalks, and planning for growth/coding.



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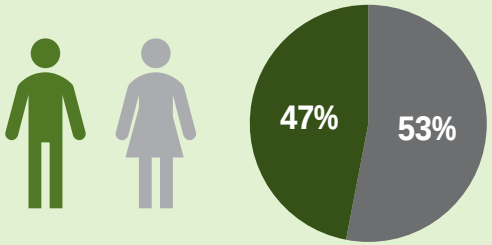
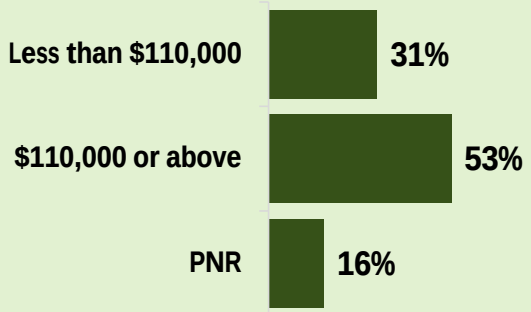
Appendix

Respondent Profile

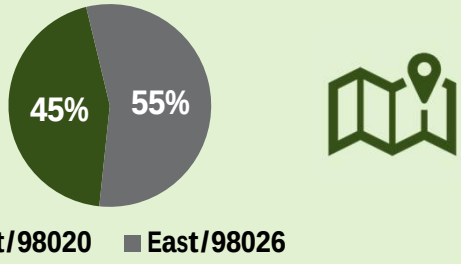
Gender



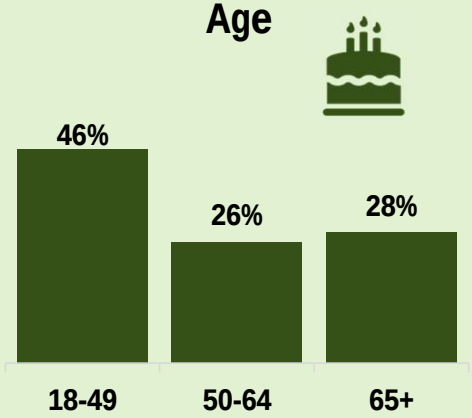
Income



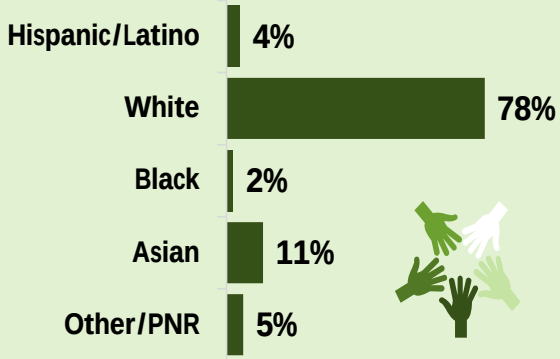
Zip Code



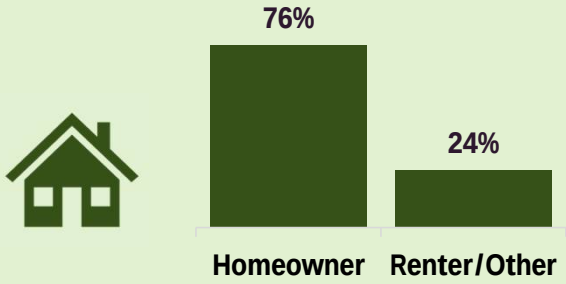
Age



Ethnicity



Homeownership

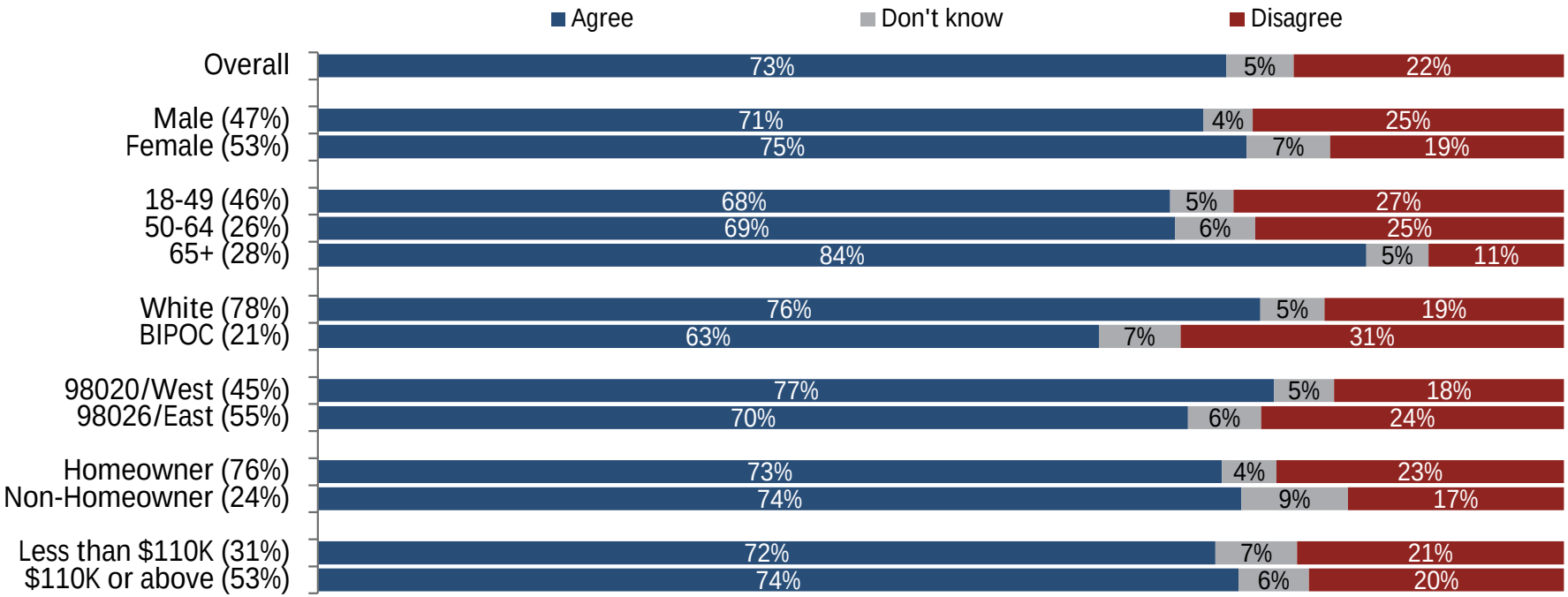


Survey population demographics are consistent with general population estimates within Edmonds, WA (U.S. Census)

Service Satisfaction by Demographics

Older residents, as well as white residents, are most satisfied with the types and quality of city services.

I am satisfied with types and quality of services provided by the City of Edmonds.

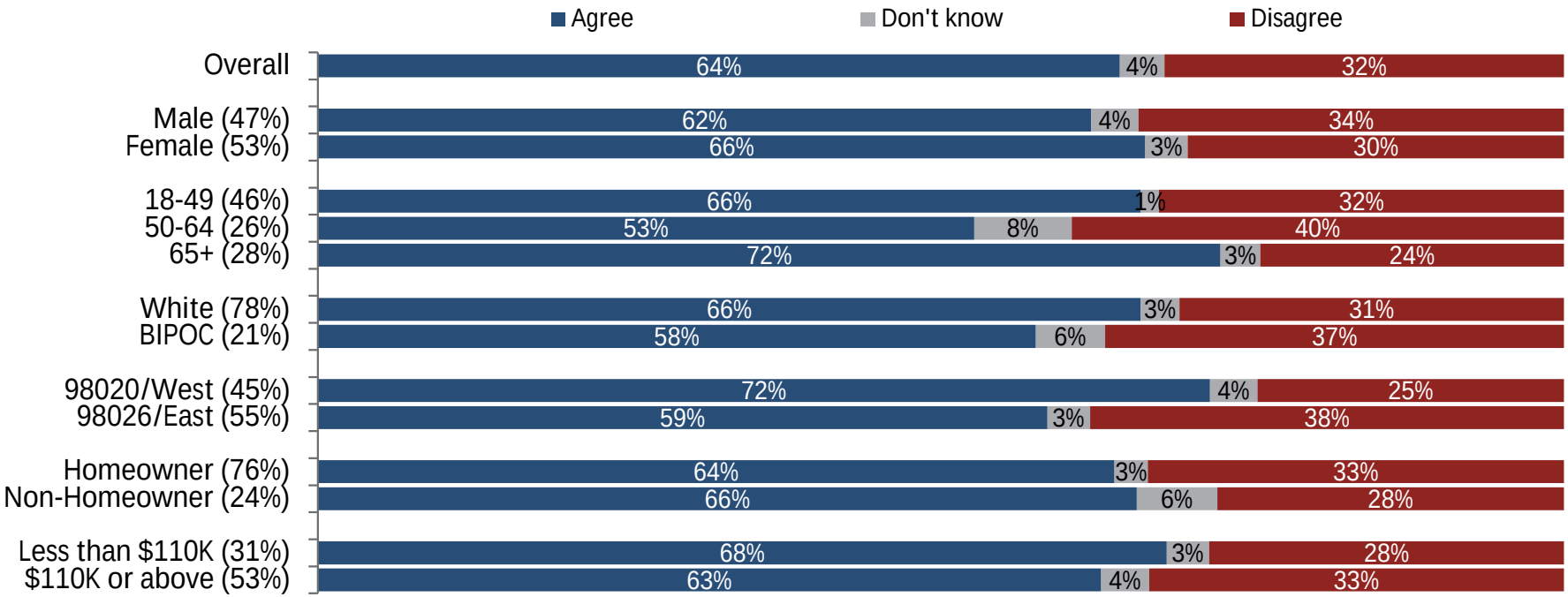


Q10. Please indicate whether you agree or disagree with the following statements.

Service Awareness by Demographics

Residents in eastern Edmonds feel less informed about services, as do BIPOC residents.

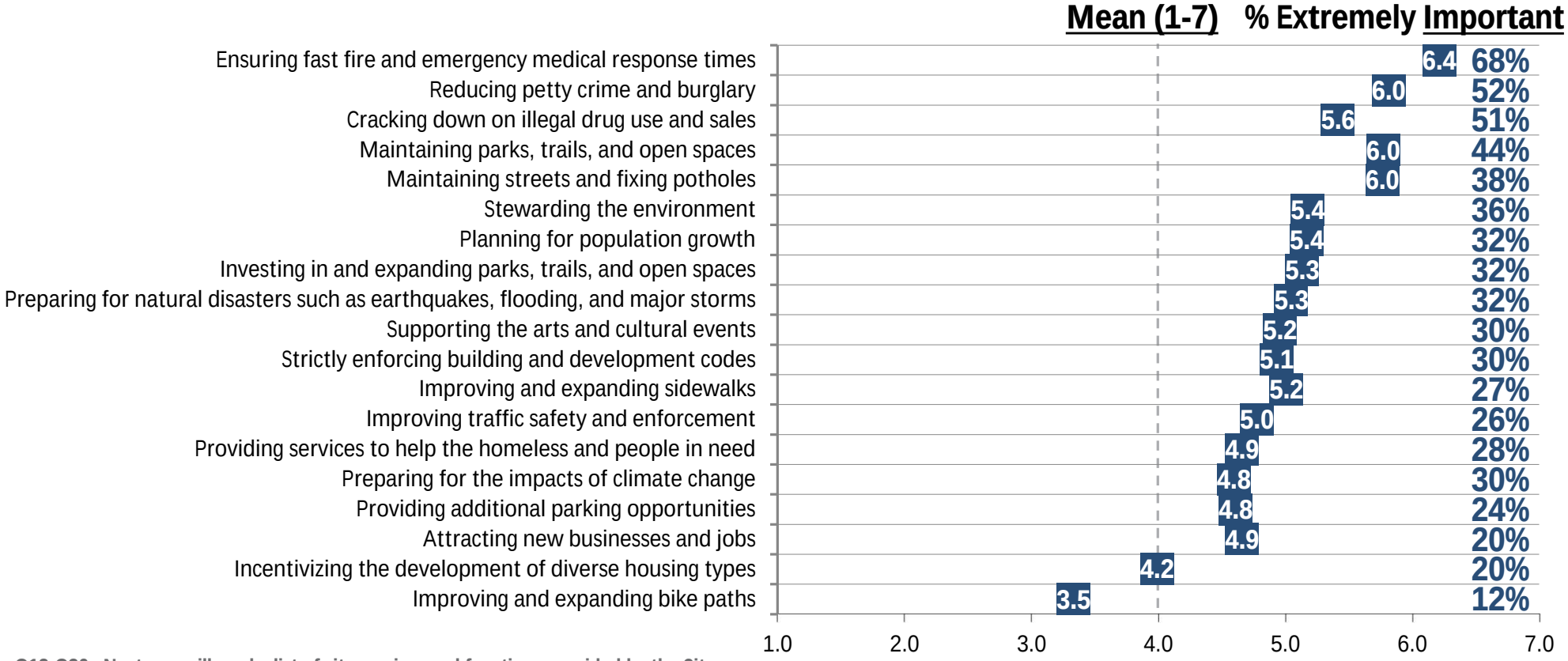
I feel well informed about the type and quality of services the City of Edmonds provides.



Q11. Please indicate whether you agree or disagree with the following statements.

City Service Importance Ratings

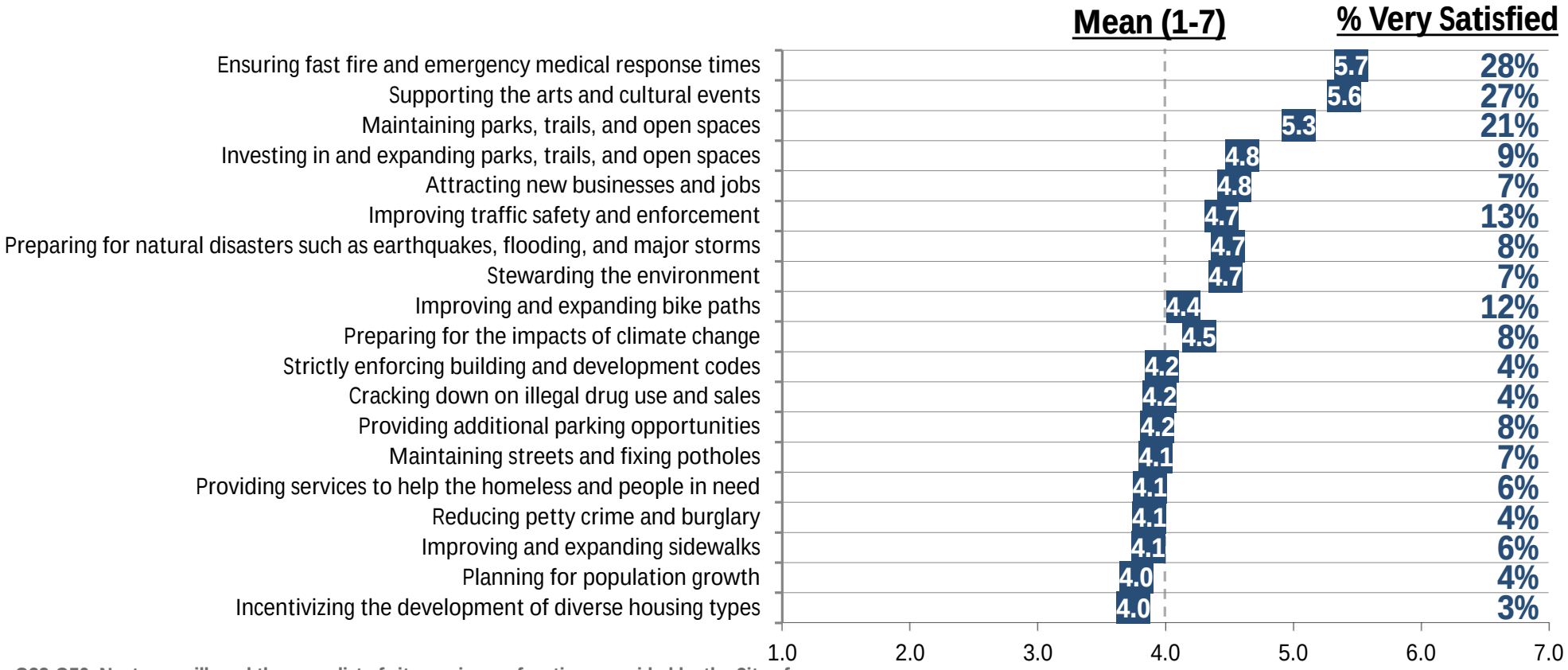
Most city services are rated as important, particularly for first responder services and maintaining public parks/roads.



Q12-Q30. Next you will read a list of city services and functions provided by the City of Edmonds. After each one, please rate how important that city service is to you.

City Service Satisfaction Ratings

Residents are most satisfied with first responder response times, support for arts and culture, and parks/open spaces.



Q32-Q50. Next you will read the same list of city services or functions provided by the City of Edmonds. After each, please rate how satisfied you are with each aspect of city service.

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